

## BIG MAXIM CORP. WILL SELL TRUCKS

Well Known Munitions Concern Announces New Policy in Big Expansion.

The activities of the Maxim Munitions Corporation, world wide in their scope and representation, have been mainly along the line of manufacture of cartridges and the machinery and tools for the production of them.

The directors, always keen for promoting opportunities to expand, now have decided upon a broadened policy that will automatically and inevitably open up to great advantage. The corporation will merchandise both here and abroad farm tractors, farm implements, motor trucks, automobiles, inter-city coaches, motorbuses, automotive transmissions and other lines of merchandise.

The extensive representation and connections of the concern in nearly every country in the world with this expanded policy will utilize the same organization for its interests in establishing new connections and disposing of other products controlled by it throughout the European continent, the Far East and South America, and will quickly place itself among the leaders of American exporters and importers.

For some time past the engineering department has been investigating lines of materials for domestic and export sales, looking forward to the possibilities of distribution of different products now and after the war. As a result of this investigation arrangements have been concluded with the Dart Motor Truck Company of Waterloo, Iowa, for the sale of their product of one, two and three ton trucks.

This line stands among the leaders of American made motor trucks, completely standardized and built of the highest grade material.

After a very extensive investigation the Maxim interests have secured the design and arranged with a large manufacturer to produce for them on special specifications the Maxim farm tractor. This machine has been thoroughly tested and standardized, and is said to be the very best word in farm tractor engineering. This is a medium size tractor of two and three plough bottom capacity suitable for farms up to 400 acres.

The tractor is designed especially for this tractor; the worm drive principle is adopted, giving higher percentage of engine horse power at the draw bar, and its method of operation along automobile lines, with three speeds forward, one reverse and selective transmission, is so simple that it can be operated by a woman.

In addition to the export and import business of the company arrangements have been completed for marketing in the domestic field this line of motor trucks and farm tractors, both wholesale and retail.

A show room for display of these products will be opened at 1651 Broadway, corner of Fifty-first street, and will be known as the Metropolitan Sales Division. This opening will occur on Monday, June 17, and agencies will be established in all large centers. In addition to the sales and show room the company will maintain a service station and carry a full line of repair parts for supplying not only the retail trade in the metropolitan district, but the dealers and agents throughout the eastern territory.

**DUPLUX TRUCK'S FINE WORK.**  
Makes Exceptional Hauling Demonstration in New Jersey.

The Duplex Truck Sales, Inc., recently were granted the privilege by the War Relocation Authority of Edgewater, N. J., of making a demonstration haul for them from their works at the base of the Palisades at Edgewater, N. J., to the service of the Navy Department.

The three-ton Winther truck with a ton and a half load recently made a remarkable trip of 275 miles on twenty-six gallons of gasoline.

It Duval Dumont, vice-president and general manager of the Winther Truck Company of New York with headquarters at 614-620 West Fifty-seventh street.

not permission from the Washington authorities to make public the exploit.

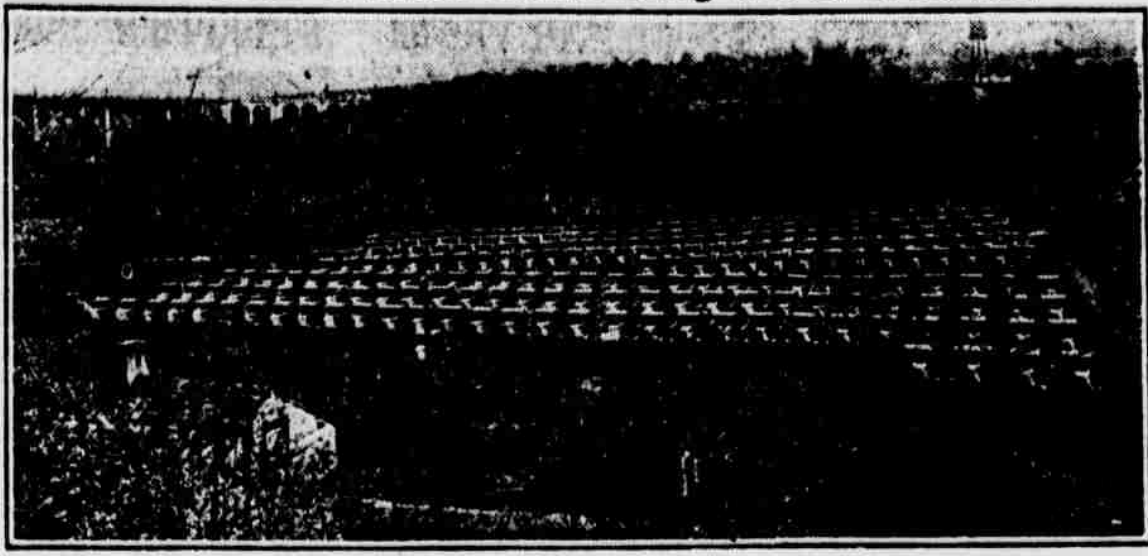
The truck went by ferry from Wilmington, Del. to Kearney Point, thence overland to Camden, N. J., by ferry to Philadelphia, overland to Jersey City, by ferry to New York, overland to Long Island and back to Fifty-seventh street, New York, on the very small amount of gasoline already referred to.

**CASE SIX**  
The Car that Pleases

THIS NEW CASE SIX IS THE BEST, THE FINEST, THE HANDSOMEST CAR WE EVER BUILT. IN DOZENS OF WAYS EXPERIENCE HAS DIRECTED OUR DESIGNERS AND BUILDERS. THIS IS A SPEEDIER, MORE POWERFUL CAR. IT IS EASIER TO DRIVE, MORE COMFORTABLE TO RIDE IN. IT HAS GRACE AND BEAUTY. IT HAS APPOINTMENTS RARELY FOUND IN CARS OF EQUAL PRICE. MEN SAY THEY WOULD BRING MORE. THE BRISK DEMAND INDICATES WIDE APPRECIATION.

**F.A. SANDERS** MOTORS CORP.  
Eastern Distributors  
Columbus 4935 1676 BROADWAY, N.Y.

## One Order of Mack Trucks Going Into U. S. Service.



One may get some idea here of the way modern motor trucks line up for Government service. There are thousands of them helping Uncle Sam win the war.

their customers, the Union Pacific Tea Co., 121 Main street, Paterson, N. J.

The test was made with the Duplex four wheel drive 3 1/2 ton chassis with a heavy platform body supplied to a Troy 3 ton trailer; on the chassis were placed eighty 100 pound sacks of sugar and on the trailer sixty more sacks, a total net weight of sugar of 14,000 pounds, the added weight of the truck, trailer and four men making the train total over 15 1/2 tons. The Fort Lee hill is approximately a mile long and the 15 per cent. grades through soft asphalt and many chuck holes were easily negotiated in twelve minutes.

The famous Duplex 64 to 1 gear was used and had power to spare. The round trip distance from the New York service station at 140 West Sixty-fourth street, the truck hauled a fraction over 45 miles, 7 1/2 gallons of gas being consumed, giving the remarkable result of 6.4 miles to the gallon.

The comment of a recognized expert transportation director in the service of one of America's foremost corporations operating the best standard of rear drive trucks was: "The single fact that the Duplex truck hauled a four ton load on its own back and drew a three ton loaded trailer over the Fort Lee 15 per cent. grade is sufficient endorsement, but the consumption of so little gasoline is exceptionally fine."

A service and mechanical department is maintained by the Duplex Truck Sales, Inc., under direct supervision of President L. G. Rosemeyer. The sales and publicity are managed by C. R. Richardson. The sales and service headquarters are at 109 West Sixty-fourth street.

### CUTTING OUT MOTOR WASTE.

Attention to the Little Things Will Count.

"Few people realize the actual amount of dollars and cents they can save by a little care in the use of an automobile," says George H. Stowe, president of the Mitchell Motor Car Company of New York.

"Each individual saving represents such a small amount that we are prone to regard it as negligible, while as a matter of fact the aggregate of many of these small savings runs into quite a respectable sum."

"That is the very root and essence of the thrift movement now on foot throughout the country. Doing without a car is not thrift, because in most cases it costs a man less to do a given amount of work with an automobile than without one. Then, too, any serious reduction in the purchase of passenger cars due to such a mistaken conception of thrift would tend to cripple an industry which ranks near the top in the amount of money it puts back into circulation through wages, dividends, purchases, etc."

statement in emphatic terms, and yet after nine months of strict adherence to the original program, Chalmers dealers still complain of these groundless rumors.

The following positive assurance is from an open letter, dated May 15, 1918, and sent to A. M. Robbins, general manager of the Chalmers Sales Company, Inc., and to all Chalmers dealers and distributors, by J. A. Smith, assistant director of Chalmers sales:

"We do not and never have had any intention of even the slightest let up in Chalmers production, unless through Government curtailment. The Maxwell Motor Company is a separate organization from the Chalmers Motor Car Company, the financial strength and experience of the Maxwell Motor Company have simply been placed behind the Chalmers factory, which will serve to insure the Chalmers motor cars and a stronger Chalmers organization, and not a discontinuance of the line."

"For the past six months the Chalmers Motor Car Company stands fourth in the United States in the number of six cylinder motor cars produced and sold at a price of \$1,000 to \$2,000—just as Mr. Flanders advised would be done."

## NO CURTAILMENT OF CHALMERS OUTPUT

Factory Again Denies Rumors That Something Drastic Is Being Planned.

In spite of repeated denials mischievous troublemakers persist in their efforts to annoy and handicap Chalmers dealers throughout the country with rumors of drastic changes in the programs of Chalmers production.

The first thing Walter E. Flanders did in September, 1917, at the time he assumed the management of the Chalmers Motor Car Company, was to "nail the lie" that Chalmers production would be stopped or curtailed. In a sweeping challenge he said further that Chalmers cars would not only continue to be manufactured, but in as far as international conditions would permit Chalmers production would increase.

Since that time both Mr. Flanders and Mr. Toner have repeated the

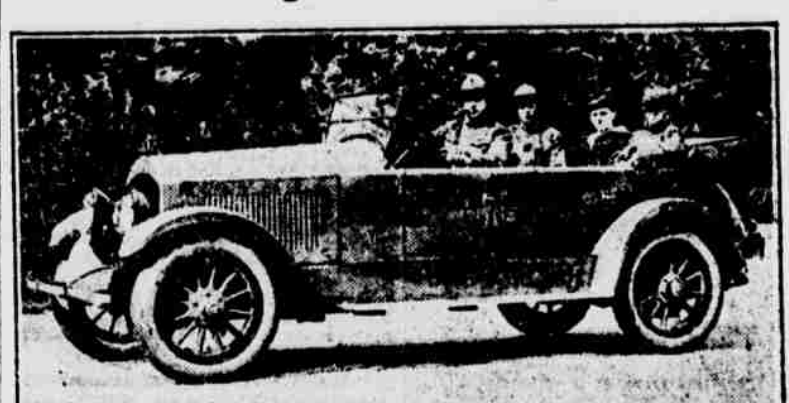
## MAY TRY ALCOHOL FOR AUTOMOBILES

Supply Could Come From Paper Mills, Distilleries and Breweries.

Although this country produces about two-thirds of the petroleum of the world and produced more gasoline this year than ever before, investigations are being carried on by the National Automobile Chamber of Commerce with a view to exploiting the use of mixtures of alcohol and gasoline in motor vehicles. The production of industrial alcohol on a large scale would help materially to increase the supply of motor fuel.

Nearly all the automobiles in Norway and Sweden are operating on alcohol made from waste sulphite liquor from

### Aero Eight in the Vanguard.



In connection with the "Have a Lift" movement of the Mayor's Committee on National Defence, Russell L. Engle, Inc., 12 Central Park West, is the first firm on Automobile Row to further the spread of the movement by supplying "Have a Lift" cards as part of the regular equipment on their new cars.

The "Have a Lift" card is a card of attractive size which can be easily hung on the front radiator or almost any conspicuous place on the car, and it is a

standing invitation to all men in the service to take a ride as far as the owner intends to go. The card is hung on the car when there are vacant seats, and it is intended to aid soldiers and sailors on leave to get about the city easily and help eliminate the natural confusion of soldier visitors from smaller towns through the nation. When not in use the card fits under the front seat.

The picture shows one of the Cole Aero Eights with a group of American artillerymen and a French sailor.

paper pulp mills. Alcohol is also used in automobiles in Spain, where the sale of gasoline for use in passenger cars has been prohibited.

Alcohol can be produced at the paper pulp mills in this country at a cost of 15 to 20 cents a gallon at the present time and if all the paper mills suitable for the purpose were equipped with the necessary plants they would have a combined capacity of 10,000,000 gallons a year.

Waste from sugar mills and waste vegetable products provide other sources for the production of alcohol. Distilleries and breweries whose business is being curtailed by passage of dry laws in different States and by regulations of the Food Administration against use of grain for manufacture of intoxicants have the apparatus and skilled labor requisite for the production of industrial alcohol from these wastes. They should welcome an opportunity to continue operation, utilizing each product.

Alcohol can be blended with gasoline to produce a suitable fuel that will avoid the difficulties of starting a cold motor on alcohol alone and without any change in the carburetor or the compression of the engine.

**A One Ton Truck That Carries a 50% Overload Safely.**

**Get the Full Value** out of your old pleasure car. Don't trade it in and take a heavy loss. Convert it into a Dearborn One or Two-Ton Truck and save from \$500 to \$1000.

**One or Two-Ton DEARBORN Truck Unit**

Converts your Ford or any other used car into an efficient, durable, Dearborn Truck. Manufactured by DEARBORN TRUCK CO., Chicago.

**Now in Our New Building Dearborn Truck Sales Company, Inc.**

220-224 East 38th Street. Office: Motor Room, Service Station. Complete Stock of Various Cords Always on Hand. Phone Vanderbilt 4357.

We can supply any kind of body to fit your needs. Call, write or phone for particulars.

**\$350** One-Ton Unit for Ford Car  
**\$400** One-Ton Unit for Any Car

**\$450** Two-Ton Unit for Ford Car  
**\$500** Two-Ton Unit for Any Car

## N. A. C. C. WORKS ON STANDARDIZATION

Already About 300 Sizes Have Been Reduced to Only 46.

With a view to cooperating with the Government in conserving materials, members of the National Automobile Chamber of Commerce in annual session last week voted for the appointment of a committee to consider what further standardization can be brought about in the manufacture of automobiles and thus make unnecessary the making and carrying of an excess number of parts.

Already the makers have standardized on trends at 56 inches, so that only one width of axles and fenders is required, while there has of course been great standardization progress in the sizes of wheels, tires, rims, nuts, bolts and magnets bases, intake manifolds, bearings and even cotter pins, the number of which was reduced from more than 800 sizes down to forty-six.

Last week's meeting returned to the president's chair again Charles Clifton, head of the Pierce-Arrow Motor Car Company of Buffalo, and also elected the following officers: Hugh Chalmers, vice-president; R. D. Chapin, second vice-president; passenger car division; Windsor T. White, second vice-president; motor truck division; H. H. Rice, treasurer; C. C. Hanch, secretary; Alfred Leeves, general manager, and the following directors: Charles Clifton (Pierce-Arrow), Windsor T. White (White), R. H. Collins (Cadillac), C. C. Hanch (Studebaker), Hugh Chalmers (Chalmers), John F. Dodge (Dodge), Alvan Macauley (Packard), William E. Metzger (Columbia), J. Walter Drake (Hupp), Carl Pelton (Maxwell), R. E. Olds (Reo), H. H. Rice (Chevrolet), J. N. Willys (Overland), Ray D. Chapin (Hudson), C. W. Churchill (Winton).

Reports showed that the car builders are saving in the use of freight cars by driveaways, more than one-third of the production of some of the big makers

now being driven over the roads to dealers.

There were reports showing the year's work of the N. A. C. C. from committees on patents, motor trucks, roads, exports and traffic.

In the afternoon the truck manufacturers held a special meeting to discuss possible improvements that can be made in the efficiency of motor trucks to help relieve the railroads, the establishment of return loads bureaus, which are already in operation in thirty-eight cities throughout the country; the establishment of rural motor express routes to aid the farmer in getting his supplies to the market in the shortest possible time, and other matters having to do with motor transport work over the road. Motor truck production has increased more than 100 per cent, during the past six months as compared with the same period of last year. There are now 400,000 trucks in use besides thousands of passenger cars used for light trucking and business purposes.

Addresses were made by R. D. Chapin, chairman of the highways transport committee; George M. Graham, chairman, and S. A. Miles of the national motor truck committee, and S. M. Williams, president of the Highway Industries Association.

## A NEW DEMONSTRATION.

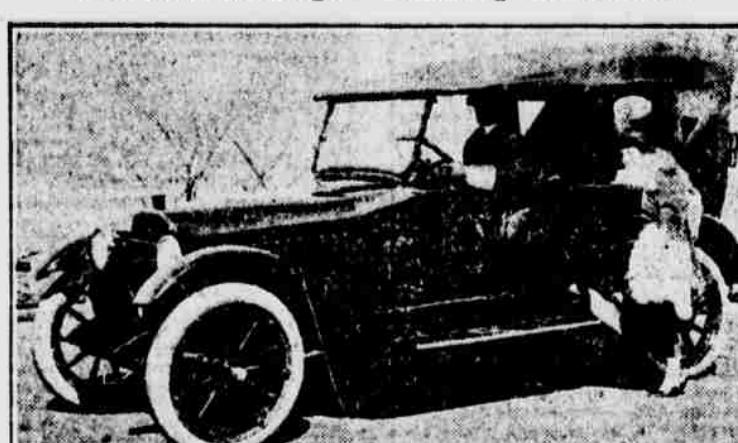
Standard N Prospects May Drive the Car.

The customary method of demonstrating has been entirely departed from at the Taylor Motors Corporation, metropolitan distributors for the Standard "8," manufactured by the Standard Steel Car Company of Pittsburgh.

Instead of the old plan of having a demonstrator drive the prospective purchaser, the interested buyer or his chauffeur is especially requested to drive the car. In this way a more satisfactory idea of the exact performance of the car can be obtained. The method is receiving the approval and endorsement of those buyers who are anxious to find out by their own operation just what the car can do, and has proved the most conclusive manner of showing the superior merit of the Standard "8."

The Taylor corporation is in a position to make prompt deliveries at the present price for a limited time, although it is expected very soon that the prices will advance materially and also that there will be a shortage of cars.

## Seven Passenger Touring Chalmers.



Each week finds some new Chalmers cars arriving at the salesrooms of the Chalmers Sales Company, Inc., and A. M. Robbins, general manager of the company, says it is difficult to keep

them on the sales floor for any length of time, so insistent is the demand. Here is shown a seven passenger touring Chalmers, an ideal car for the women because of its ease of operation and its appointments.

## A Tire Tip

INCORRECT inflation is one of the most frequent and perhaps the least understood causes of tire deterioration.

Over inflation not only subjects the car to the causing of an unnecessary strain, but also robs the tire of its resiliency. Thus an overinflated tire when running over an obstruction transmits the full force of the jolt to the mechanism of the car.

A tire should be first inflated to the proper pressure and then tested from time to time to ascertain that the air pressure is up to the standard necessary for a tire of the size used when supporting its maximum weight. If the pressure has decreased the cause may be readily discovered. The seat of the valve plug may not be perfectly clean, causing a leak at that point, or if the rubber washer at the base of the valve cap is displaced the air will gradually escape. Then again if the threads were used in tightening the valve ports, the screw threads may be damaged, causing a leak.

Always inflate tires with air, never using gas. Carbonic gas will pass through rubber thirteen times more quickly than will air. In addition to the slight enlargement of a new tire after being in use for a few days a further natural increase of pressure will follow, due to the escape of oxygen in the confined air. This loss should be made up by the injection of more air. As this is done the percentage of nitrogen will be gradually increased and the liability of slow deflation will decrease in proportion.—Michelin Tire Expert.

## RALPH KELLER TAKES A REST.

Well Known Kelley Co. Official on Vacation.

Ralph E. Keller, vice-president and general manager of the M. V. Kelley Company, who has been working at very high pressure recently is about to take the vacation he has denied himself for a long time. He is dropping all his work now and planning to get away from Toledo for a good rest.

This decision by Keller has been responsible for the erroneous report that he is seriously ill.

It is to avoid serious illness that Keller is relinquishing work for a time.

## BEST IN THE LONG RUN



**The World's First Torpedo Failed**

ITS inventor, David Bushnell, an American, in 1776 attempted to sink the British warship, Eagle.

Bushnell towing his torpedo, an oak piece charged with powder, by means of a hand-power semi-submersible, planned to fasten it to the hull of the attacked ship with a steel plunger; then explode it by clock work.

His torpedo failed. It was too much of an experiment.

Safeguarding the user against failure, Goodrich never markets an experiment, tires or any other product.

Goodrich Tires, though built with the experience and skill of the oldest and largest rubber factory, are nevertheless tried out far and wide by the practical road travel of Goodrich Test Car Fleets to make them in word and deed—

# GOODRICH

## SERVICE VALUE TIRES

For Goodrich has but one measure of its tires—their service for the user on his car and on the road; one tire standard TESTED SERVICE; one tire value—SERVICE VALUE.

After all there is no other value in tires.

Whatever pounds of rubber and other material go in them; whatever hours of work and skill, their VALUE to the motorist is their SERVICE, rendered in actual usage, comfort, dependability and durability.

And you are sure to get it if your tires are GOODRICH SILVERTOWN CORDS, or BLACK SAFETY TREADS.

Built to give SERVICE VALUE, road testing under closest scrutiny proves they render full SERVICE VALUE in mileage and freedom from tire trouble.

Make sure of economy and security in tires by demanding big, masterful SERVICE VALUE TIRES.

**THE B. F. GOODRICH RUBBER CO.**

New York Branch: 1780 Broadway, New York, N. Y.

**W.S.S.**  
For sale at all Goodrich Branches and Depots

**THE CITY OF GOODRICH - AKRON, OHIO.**

